



# **Franchise Management Manual**

## **Section 8:**

### **Sales and Customer Service**

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## 8.1 About sales

At ShowerFix selling is all about solving problems for our customers.

Key to this is a good understanding your customer's needs and in doing so providing them with confidence that you are able to provide the solution they need.

- ▶ Listen to your customer and then ask any questions necessary to ensure that you fully understand their needs and requirements.
- ▶ This process of listening, prompt the customer to explain their situation. This will help build trust by demonstrating through the interaction that you care.
- ▶ Never assume that you know what their needs are - let them tell you.

When you visit a prospective customer's home, your objective is not only to be a problem solver and fulfil their needs, but also to provide a standard of service that will enhance your reputation and the reputation of the ShowerFix brand.

The "sales process" begins with your first contact the customer and continues until you have successfully and professionally provided and implemented a solution to the "problem" they first made contact with ShowerFix about.

Adopting this problem solving and customer focused way of conducting business is a key part of everything we do. Long term there is significant benefit to you and to the franchise network as a whole. Satisfied customers will spread the word about you and ShowerFix building not only your reputation but the reputation of the brand.

Referral from satisfied customers is a powerful and low cost method of building your business. An increase in the volume of referral work reduces marketing and advertising costs which directly translates to an increase in profitability.

Keep this in mind in all aspects of your business.

## 8.2 About customer service

Our customers are the lifeblood of our business.

- ▶ Great customer service and professionalism will set you apart from competitors and help build your business by referral and recommendation.
- ▶ Great customer service from one franchisee benefits the whole franchise network and the way in which the ShowerFix brand is seen by potential customers.

### Interacting with customers

- ▶ Treat the customer at least as well as you would wish to be treated.
- ▶ Constantly look for new ways that will make your customers feel special, and they will reward you with ongoing work and referral customers for years to come.
- ▶ Show respect for your customer. Treat your customer's home with genuine respect.
- ▶ Be on time. Wherever possible avoid being late for appointments. If you are going to be late for some unavoidable reason, always phone ahead to the customer and advise them.
- ▶ Listen carefully to your customers.

### Answering the phone

The way in which the phone is answered and how calls are handled is critical to your business. To ensure that you take full advantage of every opportunity, here are some guidelines for using the telephone.

- ▶ Use a friendly and professional opening statement.
- ▶ Answer the phone promptly.
- ▶ Ensure each phone interaction is a positive encounter. Smile. Friendliness comes through your tone of voice.
- ▶ Avoid distractions, and multi-tasking the customer will be aware of this.
- ▶ Takes notes of follow up actions and commitments you have made and ensure you follow through.
- ▶ Thank the caller for phoning.
- ▶ Check answer phone messages on a regular basis and respond promptly. Phone messages received during normal business hours should be returned on the same day.

### Email policies

- ▶ Reply to email promptly and in a professional manner. Email enquiries should be responded to within 24 hours.

## 8.3 Customer complaints

The way in which you handle a complaint from a prospect or customer will affect whether that person will use your services in the future and refer you to friends and colleagues.

If you do receive a complaint ensure that you;

- ▶ Take action as quickly as possible. Delays will escalate the complaint.
- ▶ Don't take it personally.
- ▶ Listen, show concern.
- ▶ Find out what the problem is and what the person is expecting.
- ▶ Empathize and offer suggestions
- ▶ Stay in control of your actions
- ▶ Calmly present your point of view
- ▶ Be willing to negotiate
- ▶ Ask questions to clarify
- ▶ Agree to a solution after weighing costs/ impact on reputation, etc

Deal with all customer complaints promptly and professionally

## 8.4 Products and services

### Introduction – what we do

ShowerFix provides specialised services. We don't do everything. The business specialises in key areas of shower maintenance and repair, this includes;

- ▶ Repairing Shower doors, rollers and frames
- ▶ Re-glazing
- ▶ Fixing minor leaks (resealing)
- ▶ Fixing major leaks in, and replacing, shower liners and shower trays
- ▶ Undertaking associated floor and wall repairs
- ▶ Completing some aspects of new installations
- ▶ A range of other bathroom or shower related jobs.

### What we don't do

What we don't do at ShowerFix is undertake work that requires "trade certification" (e.g. electrical, plumbing and building certifications), unless the person responsible for that work holds the necessary license.

### Typical Jobs

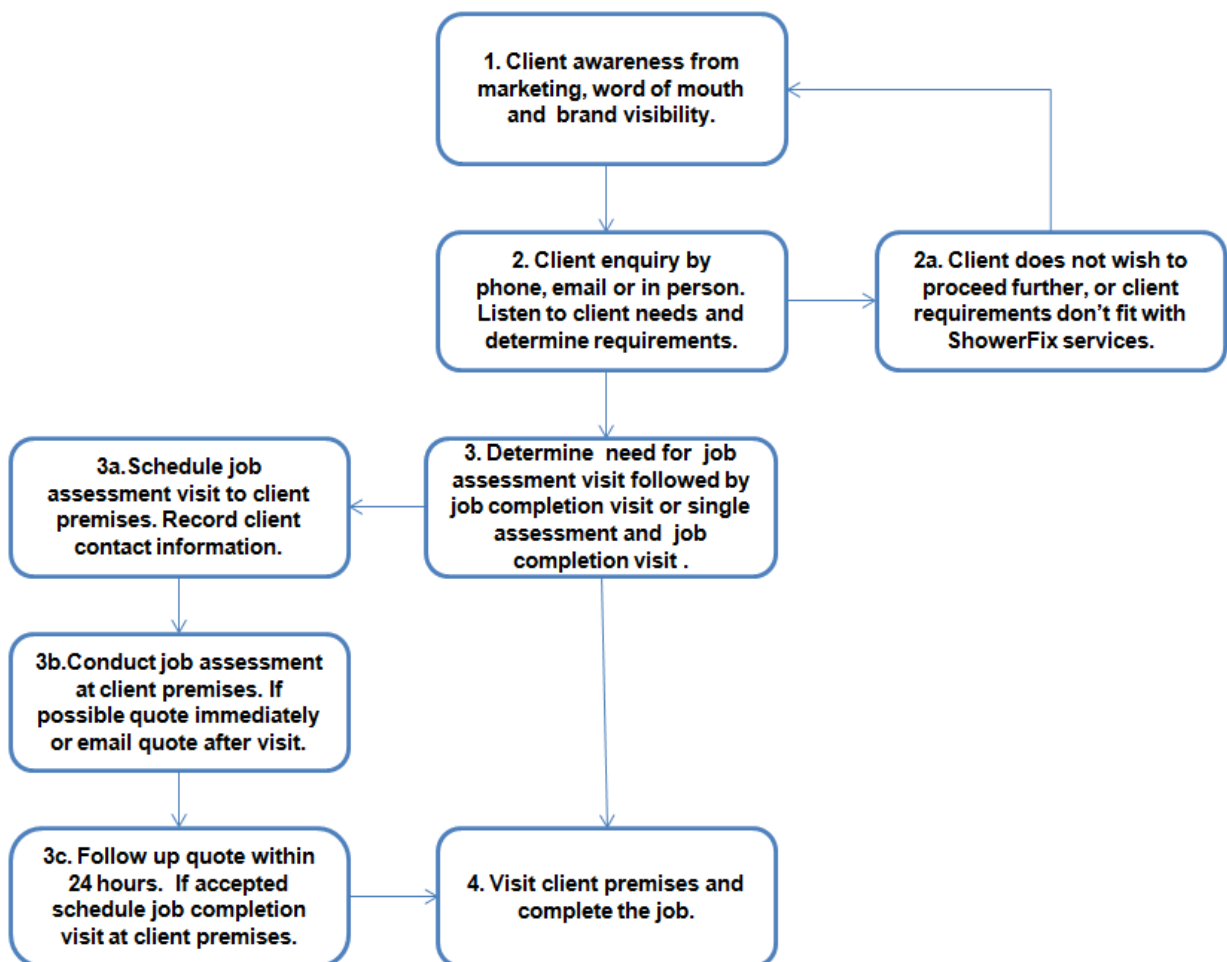
<b>Simple jobs</b>	
Shower door problems	Fix rollers, alignment of frame
	Fix frame
	Re-glaze glass or acrylic
	Frameless doors, alignment, hinges, wall channel
Minor leaks	Clean out and replace silicon seal
<b>Complex jobs</b>	
Major leak - tray	Door out, re-seal tray, liner, frame, joint
Major leak - liner	Door out, remove old liner, find leaks, show customer, fit new liner, re-fit old door.
Major leak – tray and liner	Door our, tray out, remover old liner, find leaks, show customer, fit new tray, fit new liner, reseal, re-fit old door. May require floor and gib repair and/ replacement.
New Installation	Tray fitted by plumber. Then ShowerFix fit new liner, fit frame and door and seal the joints.
Other	Vanity, floor replacement, gib, slide rails, minor plumbing.

## 8.5 Sales process

### Introduction

The sales process commences with a potentially customer becoming aware of ShowerFix and making an initial enquiry. The chart below describes the process from this initial point through to the point at which you visit the customer's property to undertake the work that is required to meet their needs.

Every step of the way it is vital that the process is communicated clearly to the customer in a respectful and professional manner.



## Enquiry source

Enquiries are typically generated from marketing arising from the following sources;


- ▶ National marketing undertaken by the franchisor conducted through the franchise support office.
- ▶ Local marketing by the Franchisee in their local area
- ▶ Visibility of the ShowerFix brand on vehicles and on work sites
- ▶ Word of mouth referrals from existing and past customers.

## Initial enquiry management

For initial inquiries that are received by ShowerFix via phone email - respond as soon as possible. Any delay increases the chance that the prospective customer will contact other service providers. If an enquiry is by email – respond by expressing a wish to discuss by phone and ask for a phone number.

You have a number of objectives to achieve in this initial discussion. How these are achieved will depend on the flow of the discussion.

1. Introduce yourself professionally and respectfully
2. Show you are interested by asking questions.
3. Encourage the customer to tell you about their situation.
4. Tell the customer they have phoned the right person.
5. Determine whether an initial visit is required.
6. Secure the job opportunity by arranging a suitable time to visit the property to fix the problem or make an initial assessment.
7. Ask for the customer’s name, contact details and the address of the property.
8. Arrange the visit for a time when the customer is at the property.

 <b>Standard</b>	
	<ul style="list-style-type: none"> <li>▶ Respond to phone and email messages from prospects as soon as possible. No later than same day.</li> <li>▶ Record the date and source of customer enquiry – to support ongoing decision making about marketing management, marketing mix and marketing content.</li> <li>▶ Interact professionally and respectfully with the customer.</li> <li>▶ Encourage them to explain the problem they have and listen without interruption.</li> <li>▶ Leave the customer with the certainty that you are the right person to help them and a confirmed date and time for your assessment or job visit.</li> <li>▶ Record all relevant customer details and time and date of call and appointment, together with notes of discussion.</li> </ul>

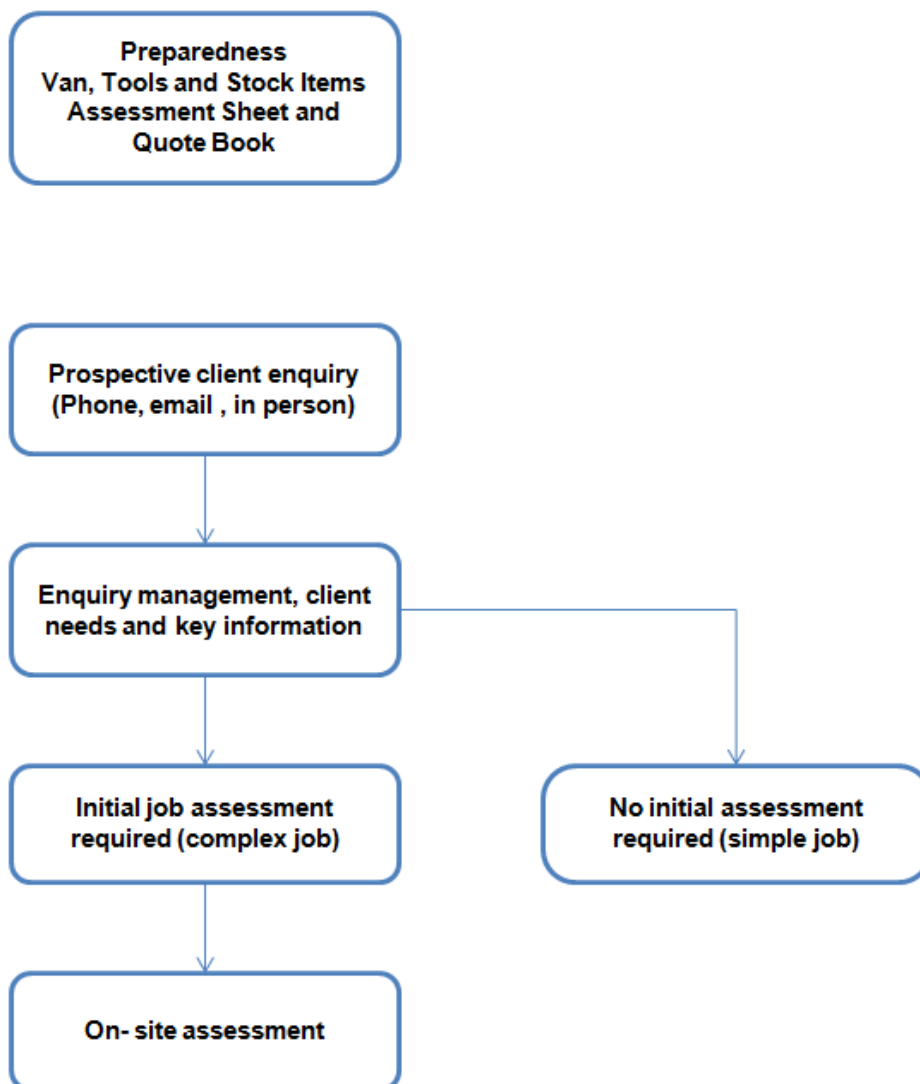


## 8.6 Assessment process overview

### Introduction

Whether or not the job assessment and job completion can be completed in one visit or will require to visits to the customer will depend on the nature of the job – broadly whether it is;

- ▶ Complex – two visits, one for assessment and an second visit for completion
- ▶ Simple – one visit for assessment and completion



## Assessment visit pre-requisites

### Skill and Focus

Key to assessment is having the skills (from experience and / or training) to thoroughly inspect and investigate the situation, provide a thorough diagnosis and offer a solution.

Never assume that you know what the customer's problem is.

A thorough assessment will help define you and the ShowerFix brand as competent and professional, build the customers trust in you and improve your chances of getting the job.

### Preparation

Ensure that you are thoroughly prepared for the assessment. This includes;

Ensure you are professionally presented, clean and tidy and dressed in ShowerFix branded clothing and that your vehicle is;

1. Clean and tidy both inside and out
2. Well maintained with a current warrant of fitness and registration
3. Carrying a stock of marketing material and business cards
4. Carrying assessment tools, including an assessment worksheet and quote book.
5. Adequately stocked with parts and components so, if appropriate, the job can be completed on this visit.
6. Carrying the full complement of tools so, if appropriate, the job can be completed on this visit.

## Assessment visit objectives

The objectives of the assessment visit of the assessment visit are;

1. Reassure the customer that you are the right person and ShowerFix is the right business to fix the problem they called you about, and reinforce that perception by behaving in a respectful and professional manner.
2. Allow the customer to fully explain the problem they have.
3. Display thoroughness with inspection and assessment.
4. Offer your professional opinion on the problem and the most appropriate solution.
5. Advise whether the problem can be fixed straight away or will require a second visit.
6. Provide a quote and have it accepted.
7. Schedule an appointment to do the job, if a second visit is required, or complete the job at this first visit.


## Assessment visit steps

### On arrival

1. Turn up on time.  
If you are running more than 5 minutes late you should give a courtesy call en-route to say you are running late, this will show you care about their business and are professional.
2. Don't appear rushed
3. Park with consideration for others, the customer, the neighbours and others in the area.
4. Dress tidily to the required standard. Always wear the required ShowerFix clothing items, ensuring they are fresh, clean and in good repair.
5. Pay attention to personal hygiene in particular body, mouth odour and you are freshly shaved (if you need to shave).
6. When the door is answered state that you are from ShowerFix, give your name. Always speak clearly and politely.
7. Ask for the person who made the enquiry by name and state the reason for your visit
8. Present the customer with a business card.  
It is a common problem that some people don't actually know what business has been at their house.
9. Address the customer by name.
10. Ask the customer whether they would prefer you to remove your shoes before entering the property.
11. Ensure you always have your sales resources with you, including ShowerFix brochure, ShowerFix assessment sheet and your quote book.
12. Explain and discuss the process you will need to go through to assess the problem.

### Conducting the assessment

1. Always be respectful. Display good manners, don't engage in unprofessional conduct, or make judgmental remarks.
2. Unless it is job related don't speak until spoken to.
3. Ask the customer to show you what is wrong.
4. Listen to what the customer has to say
5. When they have finished speaking – acknowledge what they have said and ask if there is anything else they have noticed.
6. Conduct a thorough inspection.
7. Offer your professional opinion on what you have seen and what is required to fix the problem. In particular whether it can be fixed immediately (a simple job), or will a second visit (a complex job).
8. Ask who is paying for the problem to be fixed and whether it will be paid for today or if a quote will be required.

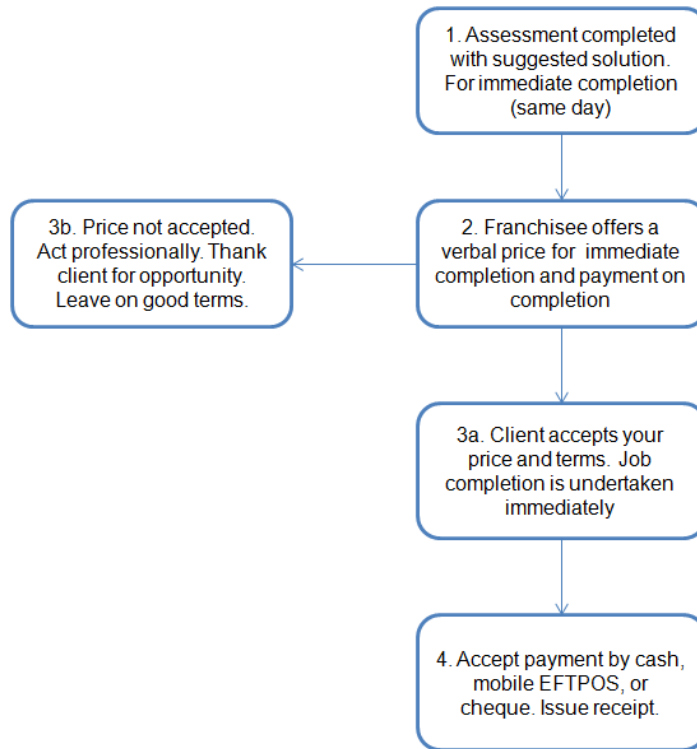
	<b>Standard</b>
	<ul style="list-style-type: none"> <li>▶ Be thoroughly prepared</li> <li>▶ Turn up on time</li> <li>▶ Be considerate to neighbours</li> <li>▶ Listen attentively to the customer</li> <li>▶ Be deliberate and thorough in your assessment</li> <li>▶ Be professional in offering your opinion and suggested solution</li> <li>▶ Confirm a date and time for job visit. (if not today)</li> <li>▶ Record all relevant customer details together with notes of discussion.</li> </ul>

## 8.7 Quotes, scheduling and payments

### Introduction

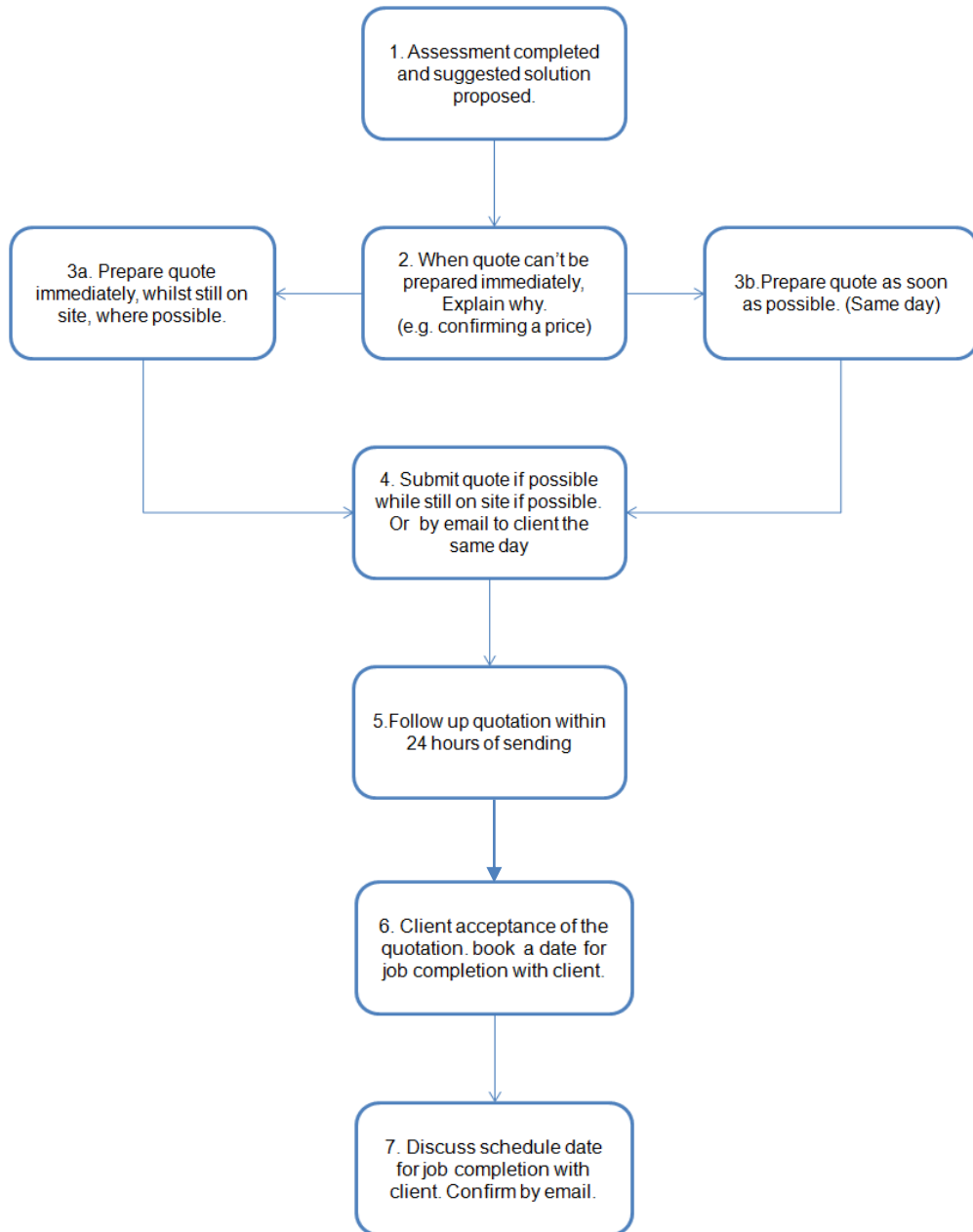
The processes for managing quotes and payments reflect the nature of the jobs undertaken, with variations dependent on whether the job is simple or complex and the quality of the relationship with the customer. For example differences between one off jobs and working high value or repeat business from property management companies.

### Simple job – assessment, completion and payment process



<b>★</b>	<b>Standard</b>
	<ul style="list-style-type: none"> <li>▶ Explain what you have done on completion</li> <li>▶ Get paid on completion and issue a receipt</li> </ul>

### Complex job – assessment, quoting and scheduling



<b>★</b>	<b>Standard</b>
	<ul style="list-style-type: none"> <li>▶ Provide a quote and follow up promptly</li> <li>▶ Explain what you have done on completion</li> <li>▶ Get paid on completion and issue a receipt</li> </ul>

## 8.8 Consumer Protection

As a ShowerFix franchisee it is important to understand your legal obligations to your customer and the protections provided to them by the law.

### Consumer Guarantees Act

This Act covers the goods (new and second-hand) and services ordinarily purchased for personal, domestic or household use. Those "goods" include pretty much everything in and around the home.

The products parts and components supplied by you to a customer are covered by this Act. So too are the services you provide.

Sellers of goods and services cannot exempt themselves from their obligations under the Act where the goods and services are for personal, domestic or household use, even if they put it in a contract.

Under the Act you are automatically providing guarantees to your customer.

### Goods

A range of requirements must be met. The following requirements under the Act are those that affect ShowerFix. This is not an exhaustive list and you should seek appropriate professional advice where necessary.

Goods must be;

- ▶ Of acceptable quality - the goods do what they are made to do, are of acceptable appearance and finish, free from minor defects and are safe and durable.
- ▶ Be fit for a particular purpose that you asked about.
- ▶ Match the description, sample or demonstration model provided or shown.
- ▶ Be a reasonable price.
- ▶ Be delivered within a reasonable time

### Services

Service providers guarantee their services will be;

- ▶ Performed with reasonable care and skill.
- ▶ Fit for the particular purpose they were supplied for.
- ▶ Completed within a reasonable time.
- ▶ A reasonable price

## Service Recovery

If something goes wrong the customer has the right to insist that you as service provider fix things. As the service provider you must fix the problem within a reasonable time frame

- ▶ Where there is a problem with a problem this might mean you getting the retailer who provided you the goods to sort out the problem or provide a replacement or;
- ▶ Where it is a workmanship or service problem this might mean you returning to the customer and fixing things for no addition charge.

Being proactive, responding quickly and being generous with your time when you find yourself in a service recovery situation is vital. It is also a powerful tool that shows that you stand behind the quality of the work you do.

It goes without saying however that investing in your own training and that of your staff or contractors, and supplying only high quality products, parts and components that ensure you get it right first time is a far better investment than picking up the pieces when things go wrong.

## Product Warranty

Where product warranties are provided by a retailer, (e.g. for a new shower), it is critical you check the terms of the warranty with care.

Warranties vary from retailer to retailer, manufacturer to manufacturer and importer to importer. For example some warrantees may be invalidated if you purchased goods for resale or if you are not an approved installer.

## Record Keeping

Keep good records. This should include records containing;

- ▶ Customer names
- ▶ Customer addresses
- ▶ Customer phone numbers and email addresses.
- ▶ Details of the work you did for each customer
- ▶ Details of products supplied and the name of the retailer.
- ▶ Copies of warrantees for products
- ▶ Details of any significant conversations with customers in particular where they insisted on using particular products or specifically requested limitations on the services you provided. This may prove vital where the customer acted against your advice.

This is important if a dispute arises over the quality of products and services supplied.